

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Nowadays, the development of technology and science cannot be separated from the life of society. The development of technology and science has turn peoples to be more active in getting information and making interactions with others (Mujtaba Nassiri et al., 2015; Chris Brogan, 2010; Harry M Kibirige & Lisa DePalo, 2017 ). However, the development of technology and science has a direct and indirect impact on society, whether it is negative or positive (Pouria Khosravi et al., 2016; Sumedha Chauhan, 2017). The impact of the development of technology and science is for all circles, it is from uneducated until literate (Manuel Au Yong Oliveira et al, 2018; Emily CL Knox et al., 2019).

The development of technology and science has a positive or negative impact on society. For example, the development of technology can make peoples more easily get important information by using social media (Emilio Ferrara et al., 2017; Ismail Erkan & Chris Evans, 2016). They chose social media to find information than through conventional media or traditional media because social media is accessible for peoples (Babajide Osatuyi, 2013; Schlager et al., 2009).

Social media is the integration of information media and social communication; it is a collection of online tools that facilitate peoples to find any information, interact and communicate with others (Rahman & Alhadid, 2014; Buzzetto-More, 2012). As a collection of online tools, social media has many various types and shapes, but the best known are Facebook, Twitter, Youtube, and Instagram (Matthew A Russell & Mikhail Klassen, 2018). But more familiar to teenagers or young people is social media Instagram (Hina Adeeb et al., 2019).

The social media Instagram was created by Kevin Systrom and Mike Krieger in October 2010 and gained popularity boosting over 300

million active users from around the world in 2015 (Kelly, 2015; Smith, 2017). The number of active users of Instagram is increasing time by time (Pavica Sheldon & Katherine Bryant, 2016). Michelle Wifalin (2016) stated that in Indonesia, Instagram is becoming the most popular social media. It becomes popular because social media Instagram has some interesting and fun features, which other social media did not have it (Yu-Qian Zhu et al., 2016).

Instagram consists of interesting and fun features that other social media did not have it. For example, Instagram has many interesting features such as Instagram Televisions, Instagram Story, Instagram Explore, and Instagram Live (Vatsala Mittal et al., 2017; Anca Jurj, 2019). Meanwhile, the other social media such as Twitter and Youtube only has a feature to post a photo, watch videos, and post a text (Jean Burgess & Joshua Green, 2018; Yuchao Zhou et al., 2016).

Therefore, many peoples are attracted to use Instagram than other social media. But, they did not know that Instagram has a positive and negative impact on peoples especially to young people or teenagers (Eline Frison & Steven Eggermont, 2017; Elimira Djafarova & Chloe Rushworth, 2017). One of the positive impacts of using social media Instagram is that social media Instagram can support students in learning English (Nouf Aloraini & Walcir Cardoso, 2018; Noraïen Mansor & Normaliza Abd Rahim, 2017). They can use Instagram for learning English because social media Instagram consists of a lot of information and knowledge (Khalitova Liliia & Gimaletdinova Gulnara, 2016).

Furthermore, Instagram can be the utilization as a medium of students in learning English. The students can use Instagram as a medium in learning English by finding information and knowledge on Instagram then discussed it with their friends. Northcote & Kendle (2001) states that learning English by finding information then discussed in online forums can give students the opportunity to obtain more incidental, informal lots

of practical online skills such as critical resource analysis and filter and interpret information.

Moreover, the students can also use social media Instagram as a medium for their own teaching-learning practice. They can use Instagram for their own teaching-learning practice such as for evaluating their oral communication skill and develop students' reading, writing, and listening ability (Nicole A. Buzzetto, 2012; Voyce Li, 2017; Hanieh Yadegarfar & Shahla Simin, 2016; Sebah Al-Ali, 2014; Fidel Cakmak, 2020; AG Bochevar & DE Lifashina, 2017; Amin Kurdi, 2017). Based on the literature review above, it concludes that social media Instagram can support students in learning especially learning English.

Having conducted a prolonged literature review, there have been few researcher which focus on students' perceptions particularly students college. For this reason, the writer wants to conduct a research about the students' college perceptions about the use of Instagram as supporting media in English learning understood. This research aims to investigate and describe the perceptions of eighth semester students in English Language Education program at Universitas Muhammadiyah Surakarta about the use of Instagram as supporting media in learning English and the benefits gained by the eighth semester students in English Language Education program at Universitas Muhammadiyah Surakarta when using Instagram as supporting media in learning English.

This research is focused on the students' college perceptions about the use of social media Instagram as a supporting media in learning English. In this research, the writer used a qualitative descriptive approach to collect data. The writer conducted interviews with Students at the Department of English Education at the University of Muhammadiyah Surakarta. Therefore, the title of this research is **“THE USE OF INSTAGRAM AS SUPPORTING MEDIA IN ENGLISH LEARNING UNDERSTOOD BY ENGLISH DEPARTMENT STUDENTS AT UNIVERSITAS MUHAMMADIYAH SURAKARTA”**

## **B. Limitation of the Study**

This research is focused on student's colleges perception on the use of Instagram as a supporting media in English learning understood at Universitas Muhammadiyah Surakarta, the researcher interested with this issue because the social media Instagram can support students in learning English. The social media Instagram can support students in learning English because the social media instagram consist a lot of information and knowledge. By Instagram, the students can improve their English skill. The Subject of the research are story and statement by the student who active on using Instagram as a supporting media in English learning at Universitas Muhammadiyah Surakarta, and object of the research is interview transcript of students who active on using Instagram as a supporting media in English learning at Universitas Muhammadiyah Surakarta.

## **C. Problem Statement**

Based on the background of the study above, the researcher formulates problem statement as follows :

1. How do the English Department students' perceive the Use of Instagram as a Supporting Media in learning English at Department of English Education at Universitas Muhammadiyah Surakarta ?
2. What are the benefits of Instagram used as a media in learning English at Department of English Education at Universitas Muhammadiyah Surakarta ?

## **D. Objective of the Study**

Based on the problem statement above, the objectives of the study are follows:

1. To describe how do the English Department students' perceive the Use of Instagram as a Supporting Media in learning English at

Department of English Education at Universitas Muhammadiyah Surakarta.

2. To describe the benefits of Instagram used as a media in learning English at Department of English Education at Universitas Muhammadiyah Surakarta.

#### **E. Benefit of the Study**

The researcher hopes that the result of the research has benefits to the readers, and the significance of the readers may include :

1. Theoretical Benefit

The researcher hopes that the result of this research can be useful for additional information in teaching and learning especially in Departement of English Education.

2. Practical Benefit

- a. Teacher

The researcher hopes that the result of this research can give additional information about student's perception on the use of Instagram as a supporting media in learning English.

- b. Other Reasearcher

The result of this research can be used for additional information and reference to other researcher who are interested in student's perception in their research.